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| APPLICATION NO.                     | FILING DATE          | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO.     | CONFIRMATION NO. |
|-------------------------------------|----------------------|----------------------|-------------------------|------------------|
| 09/708,975                          | 11/07/2000           | JP Leon              | 06969025510             | 3206             |
| 20350                               | 7590 08/25/2005      |                      | EXAMINER                |                  |
| TOWNSEND AND TOWNSEND AND CREW, LLP |                      |                      | WOO, RICHARD SUKYOON    |                  |
| TWO EMBARCADERO CENTER EIGHTH FLOOR |                      | ART UNIT             | PAPER NUMBER            |                  |
| SAN FRANC                           | CISCO, CA 94111-3834 | O, CA 94111-3834     |                         |                  |
|                                     |                      |                      | DATE MAILED: 08/25/2005 | 5                |

Please find below and/or attached an Office communication concerning this application or proceeding.

|  | Application No.  | Applicant(s)            |   |  |  |  |  |
|--|--|-------------------------|---|--|--|--|--|
| Office Action Summan   | 09/708,975   | LEON, JP                |   |  |  |  |  |
| Office Action Summary  | Examiner   | Art Unit                |   |  |  |  |  |
|  | Richard Woo .  | 3639                    |   |  |  |  |  |
| The MAILING DATE of this communication appears on the cover sheet with the correspondence address<br>Period for Reply  |  |                         |   |  |  |  |  |
| A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.  - Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.  - If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.  - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.  - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b). |  |                         |   |  |  |  |  |
| Status   |  |                         |   |  |  |  |  |
| 1) Responsive to communication(s) filed on 31 Ma   | arch 2005 and 31 May 2005.                             |                         |   |  |  |  |  |
| 2a) ☐ This action is <b>FINAL</b> . 2b) ☑ This   | ☐ This action is FINAL. 2b)☑ This action is non-final. |                         |   |  |  |  |  |
| Since this application is in condition for allowance except for formal matters, prosecution as to the merits is  |  |                         |   |  |  |  |  |
| closed in accordance with the practice under E   | x parte Quayle, 1935 C.D. 11, 45                       | 3 O.G. 213.             |   |  |  |  |  |
| Disposition of Claims  |  |                         |   |  |  |  |  |
| 4) Claim(s) 1-17 is/are pending in the application.  |  |                         |   |  |  |  |  |
| 4a) Of the above claim(s) is/are withdrawn from consideration.   |  |                         |   |  |  |  |  |
| 5) Claim(s) is/are allowed.  |  |                         |   |  |  |  |  |
| · · · · · · · · · · · · · · · · · · ·  | 6) Claim(s) <u>1-17</u> is/are rejected.               |                         |   |  |  |  |  |
| 7) Claim(s) is/are objected to.  |  |                         |   |  |  |  |  |
| 8) Claim(s) are subject to restriction and/or election requirement.  |  |                         |   |  |  |  |  |
| Application Papers   |  |                         |   |  |  |  |  |
| 9)☐ The specification is objected to by the Examiner.  |  |                         |   |  |  |  |  |
| 10)☐ The drawing(s) filed on is/are: a)☐ accepted or b)☐ objected to by the Examiner.  |  |                         |   |  |  |  |  |
| Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  |  |                         |   |  |  |  |  |
| Replacement drawing sheet(s) including the correcti  |  |                         | • |  |  |  |  |
| 11)☐ The oath or declaration is objected to by the Ex  | aminer. Note the attached Office                       | Action of form P1O-152. |   |  |  |  |  |
| Priority under 35 U.S.C. § 119   |  | •                       |   |  |  |  |  |
| <ul> <li>12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).</li> <li>a) All b) Some * c) None of:</li> <li>1. Certified copies of the priority documents have been received.</li> <li>2. Certified copies of the priority documents have been received in Application No</li> <li>3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).</li> <li>* See the attached detailed Office action for a list of the certified copies not received.</li> </ul>  |  |                         |   |  |  |  |  |
| . Attachment(c)  |  |                         |   |  |  |  |  |
| Attachment(s)  1) Notice of References Cited (PTO-892)  4) Interview Summary (PTO-413)   |  |                         |   |  |  |  |  |
| 2) Notice of Draftsperson's Patent Drawing Review (PTO-948) 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date   | Paper No(s)/Mail Da                                    |                         |   |  |  |  |  |

### **DETAILED ACTION**

### Continued Examination Under 37 CFR 1.114

1) A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on March 31, 2005 has been entered.

### Response to Arguments

2) Applicant's arguments filed on March 31, 2005 have been fully considered but they are not persuasive.

In response to the applicant's argument that Kara does not describe accessing a database using the received identified code and then performing a particular action according to the information received, the examiner respectfully traverses it. The examiner again invites the applicant's attention to col. 8, lines 30-44, "... the unique data ... by scanning the paper and accessing ... database ... and sending the next number (such that the purchaser would be able to print the value indicium) ..."

Furthermore, col. 9, lines 10-44 of Kara further depicts the first and second actions associated according to a result of the accessing the database. The first action is to debit the charged amount from the user's account according to a result of the accessing the database and the second action is installs check paper blank stock in a printer local

to the seller and the seller then communicates certain information pre-established on the check paper back to the intermediary. The intermediary then causes the seller's printer to print the check.

3) The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

## Claim Rejections - 35 USC § 112

4) Claims 2-4 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

In Claim 2, lines 2-3, it is not clear how the seller could charge the cost of the medium to the user, wherein the medium has not been purchased by the user.

# Claim Rejections - 35 USC § 102

5) Claims 1-9, 13-14 and 16-17, as far as Claims 2-4 are definite, are rejected under 35 U.S.C. 102(e) as being anticipated by Kara (US 6,505,179).

### W.R.T. Claim1:

Kara discloses a method comprising:

receiving from a user via the communication network an identifier code of a medium to be used to purchase a value stamp, the medium being suitable for printing a value indicium thereon, the identifier code identifying the medium;

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accessing a database using the identifier code received from the user (see Figs. 3-6; col. 2, line 45 – col. 3, line 16), the database including a first and second identifier codes that are associated with first and second customer-relation-management (CRM) information, respectively (see Supra Response to Argument);

performing a specific action according to a result of the accessing step, wherein a first action (such as keep track of the user's stock as recited supra Response to Argument) associated with the first CRM information is performed if the identifier code received from the user corresponds to the first identifier code stored in the database and a second action (such as sending the next number in sequence, see Supra Response to Argument) associated with the second CRM information is performed if the identifier code received from the user corresponds to the second identifier code stored in the database (see Supra Response to Argument); and

causing the value indicium to be printed on the medium to generate a value stamp (see Figs. 2, 8A-D, for example).

W.R.T. Claim 2: Kara further discloses the method, wherein the first CRM information indicates that the medium is a medium that has been purchased by the user, the first action involving charging the cost of the medium to the user (see Col. 8, lines 45-64). W.R.T. Claim 3: Kara further discloses the method, wherein the medium is a postage label sheet having a plurality of labels (see Supra Claim 1);

W.R.T. Claim 4: Kara further discloses the method, wherein a plurality of value indicia are printed on the labels (see Supra);

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and Claim 1);

W.R.T. Claim 5: Kara further discloses the method, wherein the first action involves determining whether an affiliate of a service provider requires an additional supply of the medium by examining the identifier code, wherein the affiliate is the user or a provider of the medium to the user, and wherein the service provider is an agent authorized to provide the value stamp to the user (see Figs. 3-6 and the descriptions thereof; col. 2, line 45 – col. 3, line 16);

W.R.T. Claim 6: Kara further discloses the method including the steps of:

generating CRM information at least for the identifier code of the medium;

storing the generated CRM information in a database system, wherein the database system includes CRM information corresponding to a plurality of media; and

retrieving the CRM information corresponding to the identifier code received from the user, wherein the retrieved CRM information is used to determine whether the affiliate requires the additional supply of the medium (see Supra Response to Argument

W.R.T. Claim 7: Kara further discloses the method, wherein the value indicium is a postage indicium (see Supra);

W.R.T. Claim 8: Kara further discloses the method, wherein the identifier code is a label serial number or a sheet serial number (see Fig. 1 for example);

W.R.T. Claim 9: Kara further discloses the method, wherein the identifier code enables one group of media to be differentiated from another group (see Figs. 1, 3-6; col. 2, line 45 – col. 3, line 16);

W.R.T. Claim 13:

Kara discloses a method comprising:

generating CRM information corresponding to an identifier code of a medium to be distributed to a user, the medium being suitable for printing a value indicium thereon to produce a value stamp, the identifier code being suitable for distinguishing the medium from at least one other medium (see Figs. 1, 3-6; col. 2, line 45 – col. 3, line 16);

storing the generated CRM information in a database system, wherein the database system includes CRM information corresponding to a plurality of media; providing the medium to a user having access to a data processing system; receiving from the user over the network the identifier code of the medium to be used to purchase a value stamp;

retrieving the CRM information corresponding to the code (see Supra); and performing a task associated with the CRM information (see Supra Response to Argument and Claim 1).

W.R.T. Claim 14: Kara further discloses the method including the step of: determining whether an affiliate of a service provider requires an additional supply of the medium by examining the identifier code, wherein the affiliate is the user or a provider of the medium to the user, and wherein the service provider is an agent authorized to provide the value stamp to the user (see Figs. 1, 3-6; col. 2, line 45 – col. 3, line 16); and

W.R.T. Claim 16: Kara further discloses the method, wherein the code is additionally used as a security feature of the medium (see Id.).

#### W.R.T. Claim 17:

Kara discloses a method comprising the steps of:

generating CRM information corresponding to a serial number of a medium to be distributed to a user, the medium being suitable for printing a value indicium thereon, the serial number uniquely identifying the medium (see Figs. 1, 3-6; col. 2, line 45 – col. 3, line 16);

storing the generated CRM information in a database system, wherein the database system includes CRM information corresponding to a plurality of media;

providing the medium to a user having access to a data processing system (see Id.);

receiving from the user over the network the serial number of the medium to be used to purchase a value stamp; and

determining whether an affiliate of a service provider requires an additional supply of the medium by examining the identifier code, wherein the affiliate is the user or a provider of the medium to the user, and wherein the service provider is an agent authorized to provide the value stamp to the user (see Supra Response to Argument and Claim 1).

### Claim Rejections - 35 USC § 103

6) Claims 10-12 and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kara.

Kara discloses the invention as cited above but does not expressly disclose the limitations in Claims 10-12 and 15.

At the time the invention was made, it would have been an obvious matter of design choice to a person of ordinary skill in the art to offer a free sample to users (for the purpose of marketing); require the user to restock the medium; require the user to purchase the medium or commit to purchasing a medium before allowing the user to use the medium to purchase the value stamp if not purchased previously because Applicant has not disclosed that require the user the purchase the medium provides an advantage, is used for a particular purpose, or solves a stated problem. One of ordinary skill in the art, furthermore, would have expected Applicant's invention to perform equally well with the invention of Kara because Kara is related to electronic commerce in general and in particular to a system and method for establishing the authenticity of a  $\cdot$ past electronic communication at the point of the consummation of the commercial endeavor which is the subject of the electronic communications.

Therefore, it would have been an obvious matter of design choice to modify the invention of Kara to obtain the invention as specified in claims.

### Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Richard Woo whose telephone number is 571-272-6813. The examiner can normally be reached on Monday-Friday from 8:30 AM -5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Richard Woo

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August 19, 2005

OHN W. HAYES